

Message

From: Mike Bergmann [mikebergmann@google.com]
Sent: 8/16/2017 6:07:18 PM
To: Jeremy Woodlee [jwoodlee@google.com]
CC: Kelly (Bullington) Hux [kbullington@google.com]; Isaac Nikfar [inikfar@google.com]; ap-all [ap-all@google.com]; pdc-all [pdc-all@google.com]; Chip Hall [chiph@google.com]; Jonathan Bellack [jbb@google.com]; Sam Cox [samcox@google.com]; Dan Taylor [dantaylor@google.com]; Ruth Kirschner [rkirschner@google.com]; Tyler Skowrup [skowrup@google.com]; Vikas Jain [vijain@google.com]; Brooke Schafer [brookeschafer@google.com]
Subject: Re: Cadreon (IPG) Signs Agency Direct DoubleClick AdExchange Deal

Great win Isaac!! Hot sauce for all :)

On Wed, Aug 16, 2017 at 11:04 AM, Jeremy Woodlee <jwoodlee@google.com> wrote:
Now that is a long sales cycle! Congrats to everyone who helped get this one across the line!

On Wed, Aug 16, 2017 at 10:25 AM, Kelly (Bullington) Hux <kbullington@google.com> wrote:
Big Congrats Isaac!

Thank you for all of your perseverance and efforts over the last couple of years to close this deal. Great win!!

On Wed, Aug 16, 2017 at 9:16 AM, Isaac Nikfar <inikfar@google.com> wrote:
Hello Team,

We are excited to share that Cadreon (IPG) has signed an AdX Direct Contract. Our estimated Top Line spend on AdX in 2018 is **\$140M, which is approximately 175% YoY growth**. This win has been 7+ years in the making and IPG was the *last* of the **Big 5** Agencies without a Direct AdX Contract. This win is a true collaborative cross-team Platforms approach partnership between DBM and AdX. Below are further details:

What we overcame:

- Lack of Buy-in on making AdX their go-to SSP/Exchange
- Lack of appreciation of a closer relationship with AdX for strategic media planning purposes
- Cadreon/IPG Global Senior Executives/Leadership not educated on Benefits of AdX Direct engagement
- Sequential Liability

How does this help Google?:

- Proactively leverage the DoubleClick Tech and Media stack
- Combined DBM + AdX API Access unlocks integration with Cadreon Unity Platform for Deals
- Increase in total Google Investment (*Media and Tech*)
- Allows Cadreon to partner with Google on strategic initiatives like Ads.txt and TacticID
- Agency Direct engagement on AdX has shown significant improvement in total DCLK dollars in the past: e.g. Publicis (123% YoY), AKQA (380% YoY)
- Global AdX adoption (EMEA/APAC *deals to follow*)

This process was a true team selling effort. Thank you to everyone listed below who helped and apologies to those that we may have missed.

Who Helped bring this home:

DoubleClick Sales: Kelly Hux, Tyler Skowrup, Rona Harvey (AdX EMEA), Nick King (AdX EMEA), Anne Lutin, Vikas Jain, Isaac Nikfar

Product Management: Sam Cox, Roshan Khan

PDC Analyst: Art Price

Platforms CSI: Jasper Seldin, Sam Temes

DoubleClick gTech: Jackie Fusco, Justin Webb

Legal: Brooke Schafer, Matt Kellogg, Oliver Zee, Uchechi Okereke (AdX Legal EMEA)

Global Agency: Tricia White

Executive Sponsors: Chip Hall, Ruth Kirschner, Dan Taylor, Jonathan Bellack

Thank you,
Isaac Nikfar

Isaac Nikfar | AdExchange Agency Team, Americas

inikfar@google.com | Direct: 415.736.5385 [REDACTED]

This email may be confidential or privileged. If you received this communication by mistake, please don't forward it to anyone else, please erase all copies and attachments, and please let me know that it went to the wrong person. Thank you.

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